From: **Louis Flores** louis.py.flores@gmail.com
Subject: Re: Hoping to use your Keep Public Housing Public image
Date: October 9, 2019 at 11:02
To: Joseph Lindstrom jlindstrom@nlihc.org
Cc: team@mg.fightfornycha.org

LF

Hi,

The "Keep Public Housing Public" service mark (and design) and the Fight For NYCHA service mark (and design) were designed for and are in use now for our campaign to fully-fund, preserve, and expand NYCHA public housing in New York City. You can't just use steal and take work that does not belong to you for your own purposes.

You are basically trying to trade on the goodwill that tenants (and Fight For NYCHA) have generated in and from this movement work.

We have no resources and are having to beg for basic supplies, like external hard drives and funding for copies. You look like an establishment non-profit. If you have the resources to put out publications, then you certainly can find an illustrator to make your own image in a style that does not infringe on our service mark, design, or image.

What is more, the movement work and movement demands of Fight For NYCHA does not compromise about RAD. RAD is not only bad, but it is racist. Please don't misappropriate our image for any purpose that waters down the movement demands that form the basis of our work.

A copy of this e-mail will be being published on the Internet.

on behalf of :

Fight For NYCHA
https://fightfornycha.org/
team@mg.fightfornycha.org
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> On Oct 9, 2019, at 10:39, Joseph Lindstrom <jlindstrom@nlihc.org> wrote:
>
> Hi there-
>
> We're finalizing our forthcoming issue of the *Tenant Talk* publication. Much of the content in this issue will devoted to public housing and activism around saving public housing. We've covered the NYCHA issues several times in the past, and we're supportive of your efforts.
>
> I'm hoping to use this "Keep Public Housing Public," image in one of our articles. Would that be okay? We would keep the hashtag on the image, of course. If you're okay with this, would you be willing to send along an original image file so that we don't have to just pull off a low-res version from Twitter. You'll find that our content shares your concerns about RAD. We don't go quite as far as to say "RAD is Bad," but we emphasize that if we properly fund the Public Housing Capital Fund, then the need for things like RAD or voluntary conversion just goes away.
>
> How do you feel about us using that image?
>
> Thanks!
>
> **Joey Lindstrom**
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